

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS (i) People willing to donate plasma. (ii) Individuals in need of plasma.	6. CUSTOMER CONSTRAINTS CC (i) Network connectivity. (ii) Shortage of plasma. (iii) Only registered users can donate and get information related to plasma.	5. AVAILABLE SOLUTIONS AS (i) Plasma availability - Not up-to-date. (ii) The customer can inform their queries through sending the mail.	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P (i) The statistics should be updated often. (ii) Customer couldn't know how to find the donor.	9. PROBLEM ROOT CAUSE RC (i) More information about the plasma is available. (ii) It is much easier to understand and navigate.	7. BEHAVIOUR BE (i) A large amount of requests for plasma donation can be processed at the same time. (ii) This application can collaborate with the Government and Non-Profitable Organizations.	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TR Ease of access and requirement of blood type. 4. EMOTIONS: BEFORE / AFTER EM Before: Not sure to find nearest donors available. After: Helps in finding the nearest donor.	10. YOUR SOLUTION SL The location to where the plasma is needed will be given in mail. Donors can also schedule appointments to their convenience.	8. CHANNELS of BEHAVIOUR CH The customer can register their request needs and when the donors are available the mail is sent to the customer. When the plasma is not available the mail will be sent as not available.	Extract online & offline CH of BE